

Desert Sierra Local Contractors
Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	6		6			
TV						
paid TV ads	5	115,000	1	139,000	6	254,000
free TV ads	1	115,000	19	115,000	20	230,000
Radio						
paid radio ads	0	0	1	87,000	1	87,000
free radio ads	23	0	69	0	92	0
Print						
paid ads placed	10	2,161,000	3	2,667,200	13	4,828,200
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	1	50,000	1	50,000
free print ads on kiosks or posters	0	0	0	0	0	0
LOCAL TOTALS	39	2,391,000	94	3,058,200	133	5,449,200

Consumer Impressions may be duplicated counts

Desert Sierra Local Contractors
Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	6		6			
TV						
# Agencies that submitted media alerts or tip sheets to TV	2	n/c	2	n/c	4	n/c
# Media alerts or tip sheets submitted	5	n/c	7	n/c	12	n/c
# Agencies that submitted press releases	2	n/c	2	n/c	4	n/c
# press releases submitted	5	n/c	6	n/c	11	n/c
TV stories aired from releases	1	n/c	0	n/c	1	n/c
Total TV interviews conducted	2	n/c	2	n/c	4	n/c
TV stories from interviews	2	n/c	2	n/c	4	n/c
Total number of TV inputs	19	n/c	21	n/c	40	n/c
Radio						
# Agencies that submitted media alerts or tip sheets to radio	0	n/c	2	n/c	2	n/c
# Media alerts or tip sheets submitted	3	n/c	5	n/c	8	n/c
# Agencies that submitted press releases	0	n/c	0	n/c	0	n/c
# Press releases submitted to radio	11	n/c	0	n/c	11	n/c
Radio Stories from releases	0	n/c	0	n/c	0	n/c
Total # radio interviews conducted	1	n/c	4	n/c	5	n/c
Total # radio interviews aired	1	n/c	4	n/c	5	n/c
Total number of radio inputs	16	n/c	15	n/c	31	n/c
Print						
# Agencies that submitted media alerts or tip sheets to newspaper	2	n/c	2	n/c	4	n/c
# Media alerts or tip sheets submitted	31	n/c	8	n/c	39	n/c
# Agencies that submitted press releases	3	n/c	3	n/c	6	n/c
# Press releases submitted to print	78	n/c	113	n/c	191	n/c
Total print stories printed	4	n/c	14	n/c	18	n/c
Interviews with print outlets	8	n/c	9	n/c	17	n/c
Print Stories from interviews	7	n/c	9	n/c	16	n/c
Total number of print inputs	133	n/c	158	n/c	291	n/c
LOCAL TOTALS	168	n/c	194	n/c	362	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

Desert Sierra Local Contractors
Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	6		6			
# Feature Articles Submitted	3	n/c	5	n/c	8	n/c
Total Feature Stories Run	3	n/c	5	n/c	8	n/c
# Letters to Editor Submitted	2	n/c	3	n/c	5	n/c
Total Letters to the Editor Run	0	n/c	0	n/c	0	n/c
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
LOCAL TOTALS	8	n/c	13	n/c	21	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

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Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

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Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

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Desert Sierra Local Contractors
Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
LOCAL CONTRACTS	6		6			
Classes and Trainings						
# nut ed classes conducted	355	126,294	278	7,237	633	133,531
# provider training classes	15	384	54	1,091	69	1,475
# pa-nut class	639	17,379	115	2,235	754	19,614
# "other" classes	50	1,474	103	129,542	153	131,016
Total Classes and Trainings	1,059	145,531	550	140,105	1,609	285,636

Reach of Network Personal Sales Activities for Locals on the following page

Consumer Impressions may be duplicated counts

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Reach of Personal Sales Activities Federal Fiscal Year 05 (Page 2 of 3)

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Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

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Desert Sierra Local Contractors
Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	6	100%	6	100%	6	100%
ENVIRONMENT						
Advocated for increased fruits and vegetables at local stores	1	17%	3	50%	2	33%
Developed partnerships to work towards environmental change	4	67%	5	83%	5	75%
Developed, maintained school or community garden	3	50%	2	33%	3	42%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	1	17%	1	17%	1	17%
Improved food choices at functions	6	100%	6	100%	6	100%
Improved food choices in cafeteria	2	33%	1	17%	2	25%
Increased daily nutrition announcements	1	17%	3	50%	2	33%
Increased lighting, paths, times to promote biking and walking	1	17%	3	50%	2	33%
Initiated/Implemented salad bar program	2	33%	1	17%	2	25%
Limited access to high fat milk products	2	33%	2	33%	2	33%
Limited access to junk food	4	67%	2	33%	3	50%
Limited access to soda	3	50%	2	33%	3	42%
Made healthy snack carts available	3	50%	3	50%	3	50%
Replaced vending machine choices with healthier foods	3	50%	1	17%	2	33%
Worked to improve transportation from markets	0	0%	1	17%	1	8%
LOCAL TOTALS						
Policy, Systems & Environment changes continue on the next page.						

Desert Sierra Local Contractors
Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	6	100%	6	100%	6	100%
POLICY						
Passed city ordinances that related to physical activity or nutrition	0	0%	0	0%	0	0%
Passed regulations that decreased or eliminated soda	1	17%	0	0%	1	8%
Policy changes related to Food Security	1	17%	1	17%	1	17%
Ratified rules about serving healthier foods at events	3	50%	2	33%	3	42%
Ratified rules to promote physical activity	2	33%	2	33%	2	33%
Worked towards creating laws that banned sponsorship from competitive foods	1	17%	2	33%	2	25%
Worked towards or responded to policies about food stamps, food security to food banks	1	17%	1	17%	1	17%
Worked with groups for policy agenda	5	83%	6	100%	6	92%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	2	33%	3	50%	3	42%
Other environmental changes	0	0%	4	67%	2	33%
LOCAL TOTALS						